

Data Sources

Data sources used include: Arbitron, Inc., ratings data; unaudited financial statements for WFXI(TV) for calendar years 1991 and 1992; broadcast engineering data including the Channel 35 predicted Grade B coverage contour prepared by Melvyn Lieberman, Consulting Engineer, with Rubin, Bednarek & Associates, Inc.; the Places Rated Almanac; Sales & Marketing Management's Demographics USA 1992: The Survey of Buying Power; The 1993 Television & Cable Factbook, TV stations volume; and Harrison, Bond & Pecaro's The Television Industry: 1993 Market-by-Market Review.

The information derived from each of these sources is believed to be true and correct within the limitations of these sources; the ultimate responsibility for its accuracy, however, lies with the sources themselves.

Key Assumptions

The projections in this analysis were made utilizing techniques which are well accepted and in general use by business economists. Concurrence on these projections stems from agreement on the reasonableness and applicability of the assumptions employed. Following are the key assumptions pertaining to station revenues and operating expenses used herein.

1. There will be normal expected growth of television advertising expenditures in the Greenville market over the 1993-1997 period.
2. Channel 35's programming, selling effort and management will be fully competitive with the other local stations in the Greenville-New Bern-Washington television market.

3. Channel 35 will be able to attract a share of market audience which is 75% as great as WFXI-TV's has been over the last two years.
4. Channel 35 will be able to convert its audience share into a revenue share which is 10% higher.
5. Channel 35's operating expenses in its first year of operation will be equal to the 1991 expenses of the smallest independent UHF television stations in markets 100+.
6. Channel 35 will experience no growth in its operating expenses over the five-year period 1993-1997.

The projections presented herein are predicated upon national economic and broadcast industry trends, and my knowledge of independent television stations' operating experiences throughout the country. The projections in this statement are not to be considered as flat predictions of what will necessarily occur in any particular year or period. On the contrary, they represent an extremely unlikely, virtually impossible, "upside", expectation of what could happen.⁴

⁴ For instance, it would be difficult for Channel 35 to attract a share 75% as great as WFXI-TV's, as it will have no network affiliation, as there are four VHF facilities in the market which are already affiliated with the three traditional networks, and FOX.

Technical Facility and Operating Characteristics

It has been assumed that Channel 35 will operate from its proposed transmitter site at Holly Ridge, N.C., with a maximum of 2,000 kW effective radiated power from an antenna height of 297 meters above ground and 301 meters above average terrain. The land area within the predicted Grade B contour is 10,039 square kilometers, and the population within the Grade B is estimated to be 415,689.

Channel 35's predicted Grade B contour serves all or portions of only six of the 15 ADI counties: Carteret, Craven, Duplin, Jones, Lenoir, and Onslow. (see map on following page) The entire northern half of the land area in the ADI -- whose counties contain 41% of the television households -- is not reached by the Channel 35 Grade B contour. In comparison, WITN, the local NBC affiliate, WNCT, the local CBS affiliate, and WCTI, the local ABC affiliate, each serve all 15 ADI counties. WFXI's, the FOX affiliate, Grade B contour serves all or portions of eight of the 15 ADI counties: Beaufort, Carteret, Craven, Hyde, Jones, Onslow, Pamlico, and Tyrrell. Those eight counties contain 53% of the television households.

Economic and Demographic Characteristics of the Greenville-New Bern-Washington ADI

The Greenville-New Bern-Washington ADI is characterized by the high percentage of population employed in activities reflecting a population base which is economically below national averages. Nearly 80% of the ADI's population falls into one of two PRIZM⁵ "Lifestyle Profiles": Mixed Gentry and Blue-Collar Labor, Low-Mid Rustic, Mill and Factory Towns; or Landowners, Migrants and Rustics in Poor Rural Towns, Farms and Uplands. This is four times the national average in each of these categories. (See Table 1) In addition, the number of farm workers in the market, 16,818, represents 4% of the population -- two-and-one-half times the national average. (see Table 1)

Relative to national norms, the educational status of the Greenville-New Bern-Washington population is below par. Fourteen percent fewer ADI residents are high school graduates than is the case nationally, and the number of college graduates is 33% below the U.S. average. (see Table 1)

Thirty-eight and one-half percent of the households in the ADI have income of less than \$15,000 per year, a number more than 50% greater than the national average. The number of households with annual incomes below \$30,000 ranges from 15% to 56% higher than the national average, depending on category. Only 28.9% of the ADI households have an income greater than \$30,000. The number of households with incomes of \$30,000 or higher ranges

TABLE 1

DEMOGRAPHIC CHARACTERISTICS

ADI LIFESTYLE PROFILE BY PRIZM® GROUPS

CODE	DESCRIPTIVE TITLE	% U.S. TOTAL	% ADI TOTAL	ADI % U.S.	INDEX*
S1	EDUCATED, AFFLUENT EXECUTIVES AND PROFESSIONALS, ELITE METRO SUBURBS	4.49			
S2	PRE AND POST-CHILD FAMILIES AND SINGLES, UPSCALE, WHITE-COLLAR SUBURBS	7.37			
S3	UPPER-MIDDLE CLASS, CHILD RAISING FAMILIES, OUTLYING, OWNER OCCUPIED SUBURBS	12.47			
U1	EDUCATED, WHITE-COLLAR SINGLES AND COUPLES IN UPSCALE, URBAN AREAS	7.24			
T1	EDUCATED, YOUNG, MOBILE FAMILIES, EXURBAN SATELLITES AND BOOM TOWNS	11.83	20.43	.4	173
S4	MIDDLE-CLASS, POST-CHILD FAMILIES, AGING SUBURBS AND RETIREMENT AREAS	6.55			
T2	MIDDLE-CLASS, CHILD RAISING, BLUE-COLLAR FAMILIES, REMOTE SUBURBS AND TOWNS	9.51			
U2	MID-SCALE FAMILIES, SINGLES AND ELDERS IN DENSE, URBAN ROWHOUSE & HI-RISE AREAS	6.67			
R1	RURAL TOWNS, VILLAGES, FARMS AND RANCHES, AGRARIAN MIDDLE AMERICA	6.24	.36		6
T3	MIXED GENTRY AND BLUE-COLLAR LABOR, LOW-MID RUSTIC, MILL AND FACTORY TOWNS	11.02	41.28	.9	375
R2	LANDOWNERS, MIGRANTS AND RUSTICS IN POOR RURAL TOWNS, FARMS AND UPLANDS	9.07	36.87	1.0	407
U3	MIXED, UNSKILLED SERVICE AND LABOR IN AGING, URBAN ROW AND HI-RISE AREAS	7.54	1.06		14
	TOTALS	100.00	100.00	.2	100

CENSUS DATA

		% ADI TOTAL	ADI % U.S.	INDEX*			% ADI TOTAL	ADI % U.S.	INDEX*
TOTAL HOUSEHOLDS	228,100	100.0	.2	100	SEASONAL HOUSEHOLDS	16,870		.6	
INCOME BY HOUSEHOLDS					EDUCATION				
UNDER \$10,000	54,415	25.9	.4	156	ELEMENTARY 0-8	75,313	25.4	.3	139
\$10,000-\$14,999	33,330	14.6	.4	154	HIGH SCHOOL 1-3	61,698	20.8	.3	136
\$15,000-\$19,999	29,944	13.1	.3	139	HIGH SCHOOL GRAD	88,081	29.7	.2	86
\$20,000-\$29,999	44,520	19.5	.3	115	COLLEGE 1-3	38,985	13.1	.2	84
\$30,000-\$39,999	29,348	12.9	.2	90	COLLEGE 4+	32,388	10.9	.2	67
\$40,000-\$49,999	16,418	7.2	.2	86	TOTAL PERSONS 25+	296,465	100.0	.2	
\$50,000+	20,125	8.8	.1	38	COLLEGES & UNIVERSITIES	10		.3	
MEDIAN INCOME(\$)	19,392				TOTAL ENROLLMENT	33,178		.2	
VALUE OF OWNER- OCCUPIED HOUSEHOLDS					FULL TIME ENROLLMENT	20,101	60.6	.3	107
LESS THAN \$30,000	13,368	6.0	.3	130	OCCUPATION				
\$30,000-\$49,000	24,444	10.9	.3	138	MANAGERIAL	37,305	8.8	.2	68
\$50,000-\$79,000	30,432	13.6	.3	126	TECHNICAL	50,063	11.8	.2	68
\$80,000-\$99,000	14,384	6.4	.2	83	SERVICE WORKER	25,999	6.1	.2	82
\$100,000-\$149,000	8,899	4.0	.1	54	FARM WORKER	16,818	4.0	.6	250
\$150,000+	5,550	2.5	.1	24	PRECISION PRODUCTION OPERATORS	28,333	6.7	.2	91
TOTAL UNITS	97,077	43.4	.2	89	OPERATORS	46,970	11.1	.3	106
MEDIAN VALUE(\$)	60,600				TOTAL	205,488	48.5	.2	85
MONTHLY CONTRACT OF RENTER- OCCUPIED HOUSEHOLDS					WORKING WOMEN	109,100		.2	
LESS THAN \$150	14,388	6.4	.5	200	PERSONS IN MILITARY BARRACKS	34,444	7.2	6.2	2,400
\$150-199	9,551	4.3	.5	205	FARM RESIDENCES	29,512	5.2	.5	208
\$200-299	18,788	8.4	.3	138	TRANSPORTATION TO WORK				

1991 effective buying income ("EBI") per household in Greenville-New Bern-Washington is \$31,763, compared with \$35,730 in the nine-market peer group. Likewise, 1991 retail expenditures per household in the ADI are \$16,707, compared with the \$18,550 peer group average. The 1991 national averages for EBI per household and retail expenditures per household are \$39,806 and \$19,443, respectively.

The laggard performance of the Greenville-New Bern-Washington ADI is not expected to diminish over the next five years, as the projections call for 1996 EBI per household in the ADI to grow to \$42,144, still considerably below the nine-market peer group average of \$46,656. Per household retail expenditures in the ADI are forecast at \$21,156, compared to an average peer market projection of \$24,446. By 1996, national averages for EBI per household and retail expenditures per household are forecast to reach \$51,929 and \$25,071, respectively.

TABLE 2

**1991 EFFECTIVE BUYING INCOME PER HOUSEHOLD AND
RETAIL SALES PER HOUSEHOLD FOR
THE GREENVILLE-NEW BERN-WASHINGTON ADI AND
NINE PEER MARKETS**

Rank	ADI	1991 EBI (\$000)	1991 HH (000)	1991 EBI Per HH	1991 Retail Sales (\$000)	1991 R/S Per HH
101	Ft. Wayne	\$8,613,032	235.9	\$36,511	\$4,346,477	\$18,425
102	Savannah	7,330,095	234.8	31,218	4,139,494	17,630
103	Greenville	7,261,026	228.6	31,763	3,819,265	16,707
104	Lansing	8,815,910	229.1	38,481	4,579,632	19,990
105	Charleston	7,633,198	225.1	33,910	4,192,548	18,625
106	Peoria	8,597,452	221.1	38,885	4,253,466	19,238
107	Sioux Falls	7,609,699	218.9	34,763	3,896,135	17,799
108	Fargo	6,925,878	215.9	32,079	4,002,951	18,541
109	Sta Barbara	9,694,817	215.5	44,988	4,371,200	20,284
110	Montgomery	6,447,481	209.8	<u>30,732</u>	3,445,397	<u>16,422</u>
Nine-Market Average				\$35,730		\$18,550
Total U.S. Average				\$39,806		\$19,443

Source: Sales & Marketing Management, Demographics USA 1992: Survey of Buying Power.

TABLE 3

**PROJECTED 1996 EFFECTIVE BUYING INCOME PER HOUSEHOLD AND
RETAIL SALES PER HOUSEHOLD FOR
THE GREENVILLE-NEW BERN-WASHINGTON ADI AND
NINE PEER MARKETS**

Rank	ADI	1996 EBI (\$000)	1996 HH (000)	1996 EBI Per HH	1996 Retail Sales (\$000)	1996 R/S Per HH
101	Ft. Wayne	\$11,799,917	251.5	\$46,918	\$6,154,660	\$24,472
102	Savannah	9,738,893	248.6	39,175	5,573,091	22,418
103	Greenville	10,169,337	241.3	42,144	5,104,950	21,156
104	Lansing	12,163,416	239.6	50,766	6,365,760	26,568
105	Charleston	11,124,141	243.5	45,684	5,312,474	21,817
106	Peoria	11,237,054	224.1	50,143	6,027,599	26,897
107	Sioux Falls	10,138,995	224.1	45,243	5,525,563	24,657
108	Fargo	9,584,808	221.3	43,311	5,841,767	26,398
109	Sta Barbara	13,175,796	228.4	57,687	5,975,119	26,161
110	Montgomery	8,866,744	216.4	<u>40,974</u>	4,463,752	<u>20,627</u>
Nine-Market Average				\$46,656		\$24,446
Total U.S. Average				\$51,929		\$25,071

Source: Sales & Marketing Management, Demographics IISA 1992, Survey of Buying

When compared to the other four ADIs in the state of North Carolina, the Greenville market's buying income and retail sales statistics continue to be significantly below average. The ADIs 1991 per household EBI at \$31,763 compares with the North Carolina average of \$33,716; while the per household retail sales figure of \$16,707 compares with the state average of \$17,764. Both EBI per household and retail sales per household, at \$42,144 and \$21,156, respectively, are projected to remain significantly below the average for the four other ADIs in the state of North Carolina of \$44,367 and \$22,182, respectively in 1996.

TABLE 4

**1991 EFFECTIVE BUYING INCOME PER HOUSEHOLD AND
RETAIL SALES PER HOUSEHOLD FOR
THE GREENVILLE-NEW BERN-WASHINGTON ADI AND
THE FOUR OTHER NORTH CAROLINA ADI'S**

<u>Rank</u>	<u>ADI</u>	<u>1991 EBI (\$000)</u>	<u>1991 HH (000)</u>	<u>1991 EBI Per HH</u>	<u>1991 Retail Sales (\$000)</u>	<u>1991 R/S Per HH</u>
38	Charlotte	\$26,605,585	752.4	\$35,361	\$13,582,401	\$18,052
48	Greensboro-Winston-Salem- High Point	18,273,362	531.7	34,368	9,823,926	18,476
103	Greenville	7,261,026	228.6	31,763	3,819,265	16,707
32	Raleigh-Durham	26,254,511	745.5	35,217	13,320,330	17,868
105	Wilmington	4,436,924	148.3	<u>29,919</u>	2,470,475	<u>16,659</u>
Four-Market Average				\$33,716		\$17,764

Source: Sales & Marketing Management, Demographics USA 1992: Survey of Buying Power.

TABLE 5

**PROJECTED 1996 EFFECTIVE BUYING INCOME PER HOUSEHOLD AND
RETAIL SALES PER HOUSEHOLD FOR
THE GREENVILLE-NEW BERN-WASHINGTON ADI AND
THE FOUR OTHER NORTH CAROLINA ADI'S**

Rank	ADI	1996 EBI (\$000)	1996 HH (000)	1996 EBI Per HH	1996 Retail Sales (\$000)	1996 R/S Per HH
38	Charlotte	\$37,470,356	805.2	\$46,535	\$17,993,477	\$22,347
48	Greensboro-Winston-Salem- High Point	24,509,514	562.6	43,565	12,779,052	22,714
103	Greenville	10,169,337	241.3	42,144	5,104,950	21,156
32	Raleigh-Durham	38,638,101	814.7	47,426	17,955,077	22,039
105	Wilmington	6,398,575	160.2	<u>39,941</u>	3,464,816	<u>21,628</u>
Four-Market Average				\$44,367		\$22,182

Source: Sales & Marketing Management, Demographics USA 1992: Survey of Buying Power.

Projected population growth for Greenville-New Bern-Washington, between 1991 and 1996, of 4.5%, compares to a 6.0% average for the four other ADIs in the state of North Carolina. Projected household growth in Greenville-New Bern-Washington, between 1991 and 1996, of 5.6%, compares to a 7.5% average for the four other North Carolina ADIs.

Turning more specifically to the city of license for Channel 35, and its immediate environs, Jacksonville, North Carolina, ranked 321st out of 333 metropolitan areas, in the Places Rated Almanac. Criteria for this rating included: cost of living, jobs, crime, health care and environment, transportation, education, the arts, recreation, and climate. (see tables on next eight pages).

The Jacksonville metropolitan area ranked particularly poorly in the jobs category. Metros were ranked for near-term job growth based on the percent increase in new jobs and the number of new jobs projected between 1989 and 1995. With a 5.2% growth forecast and new job forecasts of 710 blue-collar and 3,260 white-collar positions, Jacksonville ranked 226th out of the 333 metropolitan areas.

Based on number of physicians and short-term general hospitals, Jacksonville ranked 316th in the areas of health care and environment. In addition, with no public transportation or interstate highways, and only one airline providing approximately four flights per day, the metropolitan area ranked 318th in terms of transportation. Jacksonville ranked 318th in education, 291st in the arts, and 239th in recreation.

The metro's best ranking, 97th, was in the cost of living category which is based on housing and living costs and taxes. Jacksonville ranked 166th in crime and 124th in climate.

Places Rated Almanac - Cost of Living

Houston, TX

Typical Household Income: \$50,411
State and Local Taxes: \$1,225
Housing Cost Indexes
Median Price: 69
Utilities: 87
Property Taxes: 84
Miscellaneous Living Cost Indexes
College Tuition: 59
Food: 106
Health Care: 115
Transportation: 115

Places Rated Score: 9,324
Places Rated Rank: 206

Huntington-Ashland, WV-KY-OH

Typical Household Income: \$30,958
State and Local Taxes: \$1,382
Housing Cost Indexes
Median Price: 69
Utilities: 95
Property Taxes: 41
Miscellaneous Living Cost Indexes
College Tuition: 73
Food: 103
Health Care: 78
Transportation: 92

Places Rated Score: 8,452
Places Rated Rank: 98

Huntsville, AL

Typical Household Income: \$43,150
State and Local Taxes: \$1,624
Housing Cost Indexes
Median Price: 70
Utilities: 76
Property Taxes: 24
Miscellaneous Living Cost Indexes
College Tuition: 93
Food: 98
Health Care: 114
Transportation: 105

Places Rated Score: 8,909
Places Rated Rank: 162

Indianapolis, IN

Typical Household Income: \$47,239
State and Local Taxes: \$2,385
Housing Cost Indexes
Median Price: 74
Utilities: 103
Property Taxes: 81
Miscellaneous Living Cost Indexes
College Tuition: 130
Food: 93
Health Care: 112
Transportation: 108

Places Rated Score: 9,006
Places Rated Rank: 178

Iowa City, IA

Typical Household Income: \$52,229
State and Local Taxes: \$3,098
Housing Cost Indexes
Median Price: 79
Utilities: 118
Property Taxes: 134
Miscellaneous Living Cost Indexes
College Tuition: 112
Food: 93
Health Care: 122
Transportation: 115

Places Rated Score: 9,427
Places Rated Rank: 217

Jackson, MI

Typical Household Income: \$39,942
State and Local Taxes: \$3,063

Housing Cost Indexes

Median Price: 63
Utilities: 115
Property Taxes: 115
Miscellaneous Living Cost Indexes
College Tuition: 134
Food: 100
Health Care: 95
Transportation: 92
Places Rated Score: 8,218
Places Rated Rank: 67

Jackson, MS

Typical Household Income: \$40,959
State and Local Taxes: \$1,482
Housing Cost Indexes
Median Price: 67
Utilities: 89
Property Taxes: 44
Miscellaneous Living Cost Indexes
College Tuition: 105
Food: 101
Health Care: 92
Transportation: 94
Places Rated Score: 8,458
Places Rated Rank: 101

Jackson, TN

Typical Household Income: \$35,369
State and Local Taxes: \$891
Housing Cost Indexes
Median Price: 57
Utilities: 72
Property Taxes: 44
Miscellaneous Living Cost Indexes
College Tuition: 85
Food: 100
Health Care: 90
Transportation: 100
Places Rated Score: 8,142
Places Rated Rank: 57

Jacksonville, FL

Typical Household Income: \$37,033
State and Local Taxes: \$999
Housing Cost Indexes
Median Price: 72
Utilities: 69
Property Taxes: 58
Miscellaneous Living Cost Indexes
College Tuition: 78
Food: 101
Health Care: 103
Transportation: 102
Places Rated Score: 8,922
Places Rated Rank: 167

Jacksonville, NC

Typical Household Income: \$31,311
State and Local Taxes: \$1,823
Housing Cost Indexes
Median Price: 76
Utilities: 99
Property Taxes: 66
Miscellaneous Living Cost Indexes
College Tuition: 52
Food: 100
Health Care: 73
Transportation: 85
Places Rated Score: 8,448
Places Rated Rank: 97

Janesville-Beloit, WI

Typical Household Income: \$41,020
State and Local Taxes: \$3,224
Housing Cost Indexes
Median Price: 78

Utilities: 107

Property Taxes: 138
Miscellaneous Living Cost Indexes
College Tuition: 100
Food: 100
Health Care: 77
Transportation: 93
Places Rated Score: 8,784
Places Rated Rank: 148

Jersey City, NJ

Typical Household Income: \$47,933
State and Local Taxes: \$4,031
Housing Cost Indexes
Median Price: 126
Utilities: 126
Property Taxes: 260
Miscellaneous Living Cost Indexes
College Tuition: 128
Food: 102
Health Care: 85
Transportation: 110
Places Rated Score: 11,333
Places Rated Rank: 280

Johnson City-Kingsport-Bristol, TN-VA

Typical Household Income: \$32,830
State and Local Taxes: \$945
Housing Cost Indexes
Median Price: 65
Utilities: 72
Property Taxes: 50
Miscellaneous Living Cost Indexes
College Tuition: 85
Food: 97
Health Care: 87
Transportation: 106
Places Rated Score: 8,545
Places Rated Rank: 114

Johnstown, PA

Typical Household Income: \$31,437
State and Local Taxes: \$1,797
Housing Cost Indexes
Median Price: 66
Utilities: 114
Property Taxes: 80
Miscellaneous Living Cost Indexes
College Tuition: 192
Food: 100
Health Care: 96
Transportation: 85
Places Rated Score: 8,137
Places Rated Rank: 56



Joliet, IL

Typical Household Income: \$39,116
State and Local Taxes: \$2,624
Housing Cost Indexes
Median Price: 96
Utilities: 140
Property Taxes: 129
Miscellaneous Living Cost Indexes
College Tuition: 123
Food: 101
Health Care: 88
Transportation: 90
Places Rated Score: 9,516
Places Rated Rank: 223

Joplin, MO

Typical Household Income: \$36,379
State and Local Taxes: \$1,323
Housing Cost Indexes
Median Price: 59
Utilities: 86
Property Taxes: 42

Places Rated Almanac - Jobs

	Growth Forecast	New Jobs		Places Rated Score	Places Rated Rank
		 Blue Collar	 White Collar		
Danville, VA	-1.00%	-710	+200	99	325
Davenport-Rock Island-Moline, IA-IL	4.69%	-4,220	+13,270	524	187
Dayton-Springfield, OH	3.48%	-6,880	+25,210	737	154
Daytona Beach, FL	9.45%	+3,570	+10,760	1,452	112
Decatur, AL	0.90%	-970	+1,480	105	302
Decatur, IL	-0.39%	-1,760	+1,510	100	311
Denver, CO	8.41%	+11,690	+82,010	7,980	33
Des Moines, IA	5.91%	-1,680	+16,860	998	135
Detroit, MI	3.44%	-19,390	+94,900	2,695	70
Dothan, AL	11.01%	+600	+7,070	944	137
Dubuque, IA	-0.62%	-1,690	+1,380	100	311
Duluth, MN-WI	3.32%	-2,800	+6,520	223	245
Eau Claire, WI	6.18%	+790	+3,760	381	210
E Paso, TX	9.38%	+5,040	+18,380	2,297	81
Elkhart-Goshen, IN	7.94%	+5,940	+2,880	800	150
Elmira, NY	4.86%	-1,300	+3,390	201	255
Enid, OK	-0.21%	-470	+400	100	311
Erie, PA	2.16%	-1,980	+4,890	163	267
Eugene-Springfield, OR	4.16%	-880	+6,710	343	215
Evansville, IN-KY	0.96%	-2,230	+3,750	115	296
Fall River, MA-RI	8.44%	+490	+6,800	717	157
Fargo-Moorhead, ND-MN	4.18%	-600	+4,400	258	236
Fayetteville, NC	4.40%	+850	+5,510	379	211
Fayetteville-Springdale, AR	1.91%	+290	+880	122	291
Fitchburg-Leominster, MA	9.52%	+220	+4,970	594	175
Flint, MI	-0.27%	-4,540	+3,960	100	311
Florence, AL	0.25%	-850	+1,000	100	311
Florence, SC	5.37%	+100	+3,290	282	229
Fort Collins-Loveland, CO	9.08%	+1,270	+7,660	909	140
	20.55%	+16,880	+117,550	27,744	10.







Places Rated Almanac - Crime

	Violent Crime Rates					Property Crime Rates				SCORE	TREND	RANK
	Murder	Rape	Robbery	Assault	Total	Burglary	Larceny-Theft	Motor Vehicle Theft	Total			
Metro Area Average	8.9	40.5	258.8	344.1	653	1,443	3,206	554	5,203	1,174	▼	
Galveston-Texas City, TX	12.2	42.3	182.2	376.0	570	1,834	3,686	465	5,985	1,169	—	268
Gary-Hammond, IN	12.0	33.6	171.6	272.3	456	1,071	2,485	791	4,348	891	—	175
Glens Falls, NY	1.8	11.6	28.0	157.9	188	866	2,166	152	3,183	506	▼	44
Grand Forks, ND	2.1	12.3	12.6	38.6	53	524	3,013	154	3,690	422	▲	24
Grand Rapids, MI	4.1	59.6	108.2	282.2	395	1,098	3,301	245	4,643	859	▼	188
Great Falls, MT	3.4	19.6	37.5	146.1	187	1,098	3,926	354	5,377	725	▼	103
Greeley, CO	5.4	45.9	44.7	366.7	417	1,448	4,466	249	6,163	1,033	▼	224
Green Bay, WI	1.5	12.8	19.7	125.6	147	643	3,411	144	4,198	567	▼	59
Greensboro-Winston-Salem-High Point, NC	7.6	24.8	88.7	402.2	499	1,136	2,489	195	3,820	881	—	168
Greenville-Spartanburg, SC	8.7	38.5	100.3	456.8	566	1,299	3,134	271	4,703	1,036	—	227
Hagerstown, MD	2.6	12.7	67.1	190.5	260	671	1,590	130	2,391	499	—	41
Hamilton-Middletown, OH	4.0	31.8	82.2	264.4	351	1,159	3,425	228	4,812	832	▼	145
Harrisburg-Lebanon-Carlisle, PA	3.1	24.8	97.5	164.2	265	712	2,118	139	2,969	562	—	56
Hartford, CT	4.2	25.6	258.2	237.3	500	1,325	3,202	475	5,003	1,000	—	211
Hickory, NC	6.2	13.4	38.5	359.0	404	885	1,829	153	2,867	691	▼	92
Honolulu, HI	4.6	32.1	131.2	81.9	218	1,177	3,770	380	5,327	751	▼	118
Houma-Thibodaux, LA	7.2	19.7	49.9	304.0	361	831	1,765	121	2,716	633	—	78
Houston, TX	18.2	57.8	365.5	271.5	655	2,005	3,283	1,242	6,530	1,308	—	286
Huntington-Ashland, WV-KY-OH	4.5	24.2	63.2	244.8	313	878	1,852	226	2,955	609	▼	71
Huntsville, AL	8.7	32.8	103.6	232.7	345	1,240	4,010	246	5,496	895	—	178
Indianapolis, IN	6.4	43.4	181.9	268.2	457	1,264	2,730	486	4,480	905	—	181
Iowa City, IA	1.7	38.3	25.7	262.4	290	956	3,943	183	5,082	798	▲	133
Jackson, MI	6.8	70.6	95.1	594.2	696	1,241	3,003	194	4,439	1,140	▲	260
Jackson, MS	14.1	43.0	146.2	274.6	435	1,679	2,919	270	4,867	922	▲	189
Jackson, TN	10.7	53.8	210.4	614.3	835	1,596	3,538	301	5,435	1,379	▲	299
Jacksonville, FL	14.0	81.4	267.0	589.7	951	2,147	4,857	485	7,489	1,284	▲	285
Jacksonville, NC	4.6	20.3	75.5	432.8	513	1,060	2,392	174	3,625	876	▼	166
Janesville-Beloit, WI	2.3	22.2	47.1	230.2	300	1,069	3,704	161	4,934	785	▲	131
Jersey City, NJ	8.6	33.6	465.7	369.1	843	1,453	2,867	1,310	5,629	1,406	—	301
Johnson City-Kingsport-Bristol, TN-VA	4.3	14.9	33.3	133.4	171	766	1,720	186	2,671	438	▲	27
Johnstown, PA	0.9	12.7	23.2	124.8	149	498	864	100	1,461	295	▼	3
Joliet, IL	5.5	NA	82.2	268.5	356	1,061	2,590	313	3,965	753	—	119
Joplin, MO	4.2	14.9	37.1	178.6	220	883	2,627	179	3,689	589	—	65
Kalamazoo, MI	2.8	75.5	140.4	739.6	883	1,466	4,103	209	5,778	1,461	—	311
Kankakee, IL	6.9	NA	153.0	376.1	536	1,337	2,977	312	4,626	999	▲	210
Kansas City, MO-KS	10.5	48.6	267.5	515.7	794	1,656	3,563	585	5,805	1,375	▲	298
Kenosha, WI	5.4	35.7	129.0	105.1	240	1,404	3,879	340	5,622	802	▼	134
Killeen-Temple, TX	8.0	53.4	85.9	152.8	247	1,293	2,787	211	4,290	676	▲	90
Knoxville, TN	6.4	25.5	94.4	181.3	282	1,212	1,713	391	3,315	814	▲	73
Kokomo, IN	2.4	13.9	45.8	29.6	78	724	2,111	154	2,989	377	▼	14
La Crosse, WI	3.0	15.2	14.6	83.8	101	632	3,710	135	4,477	549	▼	51
Lafayette, LA	7.8	52.8	130.5	444.3	583	1,283	3,284	231	4,799	1,063	▲	238
Lafayette-West Lafayette, IN	1.3	13.4	29.8	97.0	128	839	2,193	154	3,186	447	▼	30
Lake Charles, LA	7.5	30.0	82.1	395.7	485	1,506	3,918	209	5,633	1,048	▼	232

Places Rated Almanac - Health Care & Environment

	Rating		Rating
AMA Residency: 3 Services: 1 -, 1 **, 2 ***, 4 **** Places Rated Score: 1,342		Places Rated Rank: 178	
Huntsville, AL Office-Based Physicians General/Family Practitioners: 48 Medical Specialists: 76 Surgical Specialists: 81 Other Specialists: 68 Short-Term General Hospitals: 4 (998 beds) JCAH Accredited: 4 AMA Residency: 1 Services: 1 **, 2 ***, 1 **** Places Rated Score: 973	B B B B	Places Rated Rank: 281	
Indianapolis, IN Office-Based Physicians General/Family Practitioners: 339 Medical Specialists: 450 Surgical Specialists: 473 Other Specialists: 484 Short-Term General Hospitals: 18 (5,831 beds) JCAH Accredited: 16 AMA Residency: 7 Services: 4 **, 5 ***, 9 **** Places Rated Score: 1,587	AA A B A	Places Rated Rank: 116	
★ Iowa City, IA Office-Based Physicians General/Family Practitioners: 29 Medical Specialists: 79 Surgical Specialists: 79 Other Specialists: 96 Short-Term General Hospitals: 3 (1,421 beds) JCAH Accredited: 3 AMA Residency: 3 Services: 1 ***, 2 **** Places Rated Score: 2,290	AA AA AA AA	Places Rated Rank: 6	
Jackson, MI Office-Based Physicians General/Family Practitioners: 25 Medical Specialists: 32 Surgical Specialists: 40 Other Specialists: 20 Short-Term General Hospitals: 2 (462 beds) Services: 1 **, 1 **** Places Rated Score: 666	B C C C	Places Rated Rank: 326	
★ Jackson, MS Office-Based Physicians General/Family Practitioners: 89 Medical Specialists: 203 Surgical Specialists: 214	A AA AA		
Jacksonville, FL Office-Based Physicians General/Family Practitioners: 147 Medical Specialists: 318 Surgical Specialists: 361 Other Specialists: 274 Short-Term General Hospitals: 15 (3,402 beds) JCAH Accredited: 15 AMA Residency: 4 Services: 2 **, 9 ***, 4 **** Places Rated Score: 1,481	B A A A	Places Rated Rank: 146	
Jacksonville, NC Office-Based Physicians General/Family Practitioners: 16 Medical Specialists: 17 Surgical Specialists: 21 Other Specialists: 13 Short-Term General Hospitals: 2 (341 beds) JCAH Accredited: 2 Services: 1 ***, 1 **** Places Rated Score: 773	C C C C	Places Rated Rank: 318	
Janesville-Beloit, WI Office-Based Physicians General/Family Practitioners: 21 Medical Specialists: 48 Surgical Specialists: 49 Other Specialists: 26 Short-Term General Hospitals: 3 (523 beds) JCAH Accredited: 3 Services: 1 **, 2 *** Places Rated Score: 911	C B B C	Places Rated Rank: 291	
Jersey City, NJ Office-Based Physicians General/Family Practitioners: 79 Medical Specialists: 224 Surgical Specialists: 202 Other Specialists: 94 Short-Term General Hospitals: 9 (2,427 beds) JCAH Accredited: 9 AMA Residency: 2 Services: 1 *, 1 **, 2 ***, 5 **** CMSA Access: New York-Northern NJ-Long Island, NY-NJ-CT (266 points) Places Rated Score: 1,320	C A B C	Places Rated Rank: 187	
Johnson City-Kingsport-Bristol, TN-VA Office-Based Physicians General/Family Practitioners: 102 Medical Specialists: 161 Surgical Specialists: 175 Other Specialists: 123 Short-Term General Hospitals: 11 (2,581 beds)	A B B B		

Places Rated Almanac - Transportation

Metro Area	 Daily Commute	 Public Transportation	 Freeway Traffic	 Interstate Highways	 Air Service	 Amtrak Service	Places Rated Score	Places Rated Rank
Huntington-Ashland, WV-KY-OH	44.7 min	25 city buses Seat miles/capita: 0.92	Light	I-64	Non-hub Tri-State-Walker-Long Field (HTS) 5 airlines, 17 flights/day	2 trains/day	3,684	210
Huntsville, AL	40.7 min	—	Moderate	I-65	Small hub Huntsville-Madison County (HSV) 9 airlines, 38 flights/day	—	3,181	250
Indianapolis, IN	46.9 min	225 city buses Seat miles/capita: 1.79	Heavy	I-65 I-69 I-70 I-74	Medium hub Indianapolis International (IND) 22 airlines, 194 flights/day	1 train daily	6,237	41
Iowa City, IA	34.8 min	19 city buses Seat miles/capita: 2.13	Light	I-80	Nearest airport: Cedar Rapids, 22 miles NW	—	3,370	233
Jackson, MI	39.6 min	12 city buses Seat miles/capita: 0.98	Moderate	I-94	Non-hub Jackson County-Reynolds Field (JXN) 1 airline, 4 flights/day	5 trains/day	4,241	180
Jackson, MS	45.5 min	33 city buses Seat miles/capita: 0.83	Moderate	I-20 I-55	Small hub Allen C. Thompson Field (JAN) 6 airlines, 44 flights/day	2 trains/day	4,598	129
Jackson, TN	38.5 min	—	Light	I-40	Nearest airport: Memphis, TN, 80 miles SW	—	3,083	286
Jacksonville, FL	47.7 min	169 city buses Seat miles/capita: 1.88	Heavy	I-10 I-95	Medium hub Jacksonville International (JAX)	4 trains/day	5,147	100
Jacksonville, NC	33.9 min	—	Light	—	Non-hub Albert J. Ellis (OAJ) 1 airline, 4 flights/day	—	1,994	318
Janesville-Beloit, WI	34.5 min	23 city buses Seat miles/capita: 2.97	Moderate	I-90	Non-hub Rock County (JVL) 1 airline, 4 flights/day	—	4,720	109
Jersey City, NJ	57.6 min	225 city buses 1 commuter railroad Seat miles/capita: 2.69	Very heavy	I-78 I-80 I-95	Part of New York hub	—	5,201	86
Johnson City-Kingsport-Bristol, TN-VA	43.1 min	13 city buses Seat miles/capita: 0.39	Moderate	I-81	Small hub Tri-City (TRI) 7 airlines, 32 flights/day	—	2,650	286
Johnstown, PA	43.3 min	40 city buses 1 cable incline Seat miles/capita: 2.95	Light	—	Non-hub Johnstown-Cambria County (JST) 1 airline, 4 flights/day	2 trains/day	4,283	187
Joliet, IL	53.7 min	29 city buses Seat miles/capita: 1.15	Heavy	I-55 I-80	Part of Chicago hub	8 trains/day	5,727	87
Joplin, MO	36.5 min	—	Light	I-44	Non-hub Joplin Municipal (JLN) 3 airlines, 10 flights/day	—	2,643	287
Kalamazoo, MI	37.4 min	31 city buses Seat miles/capita: 1.33	Moderate	I-94	Small hub Kalamazoo Municipal (AZO) 6 airlines, 26 flights/day	7 trains/day	5,278	88
Kankakee, IL	38.8 min	—	Light	I-57	Nearest airport: Chicago, 50 miles NE	5 trains/day	3,419	291
Kansas City, MO-KS	48.0 min	241 city buses Seat miles/capita: 1.76	Heavy	I-29 I-35	Large hub Kansas City International (MCI) Kansas City Downtown (MKC) 14 airlines, 280 flights/day	3 trains/day	5,889	51
Kenosha, WI	40.5 min	27 city buses Seat miles/capita: 2.09	Heavy	I-94	Part of Chicago hub	—	4,418	143
Killeen-Temple, TX	35.0 min	—	Light	I-35	Non-hub Killeen Municipal (ILE) Draughon-Miller Municipal (TPL) 2 airlines, 8 flights/day	—	2,366	297
Knoxville, TN	49.9 min	50 city buses Seat miles/capita: 1.21	Heavy	I-40 I-75	Small hub McGhee Tyson (TYS) 12 airlines, 69 flights/day	—	4,007	176
Kokomo, IN	33.7 min	—	Light	—	Non-hub Kokomo Municipal (OKK) 1 airline, 4 flights/day	—	1,798	285
La Crosse, WI	33.9 min	11 city buses Seat miles/capita: 1.07	Light	I-90	Non-hub La Crosse Municipal (LSE) 3 airlines, 16 flights/day	2 trains/day	5,882	89

Places Rated Almanac - Education

Colleges and Universities

Two-year: 4 public; 8,728 students

Four-year and beyond

Public

Jackson State University (6,319)

University of Mississippi Medical

Colleges and Universities

Two-year: 1 public; 3,175 students

Four-year and beyond

Public

Jersey City State College (7,037)

Kalamazoo, MI

Elementary and Secondary

Public (88.1%): 10 districts, 71

32,319 pupils

Private (11.9%): 20 schools, 4,370

Colleges and Universities

Places Rated Almanac - The Arts

Art Museums/Galleries (150 points):

2 private, 1 university
Commer. Gallery of Art
Jacksonville Art Museum

The Lively Arts Calendar (276 points):

Touring Artists Bookings (91)

Symphony Orchestra:

Jacksonville Symphony Orchestra, 115

Dance Company:

The Florida Ballet, 70

Places Rated Score: 717

Places Rated Rank: 88

Jacksonville, NC

Fine Arts Broadcasting (100 points):

Non-Commercial TV: WUNM Channel 19

Public Libraries (47 points):

4 branches, 71,791 volumes

Books added per year: 6,165

Places Rated Score: 147

Places Rated Rank: 291

Janesville-Beloit, WI

Public Libraries (171 points):

7 branches, 369,836 volumes

Books added per year: 23,670

Art Museum/Gallery (50 points):

1 university

The Lively Arts Calendar (31 points):

Touring Artists Bookings (17)

Symphony Orchestra:

Beloit-Janesville Symphony
Orchestra, 14

Places Rated Score: 252

Places Rated Rank: 244

Jersey City, NJ

Public Libraries (110 points):

10 branches, 1,723,527 volumes

Books added per year: 61,005

Art Museums/Galleries (100 points):

1 civic, 1 private

The Lively Arts Calendar (49 points):

Touring Artists Bookings (34)

Symphony Orchestra:

The Lively Arts Calendar (28 points):

Touring Artists Bookings (14)

Symphony Orchestras:

Johnstown Symphony Orchestra, 12

Johnstown Youth Symphony, 2

Places Rated Score: 136

Places Rated Rank: 301

Joliet, IL

Public Libraries (150 points):

17 branches, 725,335 volumes

Books added per year: 57,003

The Lively Arts Calendar (55 points):

Touring Artists Bookings (55)

CMSA Access: Chicago-Gary-Lake

County, IL-IN-WI (445)

Places Rated Score: 650

Places Rated Rank: 102

Joplin, MO

Fine Arts Broadcasting (262 points):

Concert Radio: KXMS-FM 88.7, 162 hours

Non-Commercial TV: KOZJ Channel 26

Public Libraries (75 points):

5 branches, 239,944 volumes

Books added per year: 10,265

Art Museums/Galleries (100 points):

1 civic, 1 university

Places Rated Score: 437

Places Rated Rank: 165

Kalamazoo, MI

Fine Arts Broadcasting (177 points):

Concert Radio: WMUK-FM 102.1, 77
hours

Non-Commercial TV: WGVK Channel 52

Public Libraries (115 points):

12 branches, 635,997 volumes

Books added per year: 25,332

Art Museums/Galleries (100 points):

1 private, 1 university

Kalamazoo Institute of Arts

The Lively Arts Calendar (35 points):

Touring Artists Bookings (15)

Symphony Orchestras:

Opera Company:

Lyric Opera of Kansas City, 30

Professional Theatres:

Missouri Repertory Theatre, 140

Unicorn Theatre, 140

Dance Company:

State Ballet of Missouri, 24

Places Rated Score: 1,071

Places Rated Rank: 54

Kenosha, WI

Fine Arts Broadcasting (36 points):

Concert Radio: WGTD-FM 91.1, 36 hours

Public Libraries (105 points):

6 branches, 203,775 volumes

Books added per year: 12,632

Art Museum/Gallery (100 points):

1 private

Kenosha Public Museum

The Lively Arts Calendar (15 points):

Touring Artists Bookings (11)

Symphony Orchestra:

Kenosha Symphony, 4

CMSA Access: Chicago-Gary-Lake

County, IL-IN-WI (439 points)

Places Rated Score: 695

Places Rated Rank: 93

Killeen-Temple, TX

Fine Arts Broadcasting (135 points):

Concert Radio: KNCT-FM 91.3, 35 hours

Non-Commercial TV: KNCT Channel 46

Public Libraries (30 points):

8 branches, 211,158 volumes

Books added per year: 7,239

The Lively Arts Calendar (17 points):

Touring Artists Bookings (17)

Places Rated Score: 182

Places Rated Rank: 275

Knoxville, TN

Fine Arts Broadcasting (117 points):

Concert Radio: WUOT-FM 91.9, 17 hours

Non-Commercial TV: WSJK Channel 2

Public Libraries (66 points):

Places Rated Almanac - Recreation

Rating

Zoo: Jackson Zoological Park—131 species, 425 specimens **B**
 Professional Sports: 0.875 game seats per capita **B**
 Mets (Double A Baseball)
 Outdoor Recreation Assets (130)
 Inland Water Area: 51.6 square miles
 National Forests, Parks, Wildlife Refuges:
 Natchez Trace Parkway (7,352 acres)
 Places Rated Score: 1,130 Places Rated Rank: 243

Jackson, TN
 Common Denominators (400 points)
 Good restaurants: 1 *, 1 ** **B**
 Golf courses: 3 private (45 holes) **—**
 Bowling centers: 2 (34 lanes, tenpins) **B**
 Places Rated Score: 400 Places Rated Rank: 326

Jacksonville, FL
 Common Denominators (700 points)
 Good restaurants: 2 *, 15 **, 5 *** **A**
 Golf courses: 21 private (405 holes); 13 daily fee (216 holes); 2 municipal (45 holes) **B**
 Bowling centers: 16 (424 lanes, tenpins) **B**
 Crowd Pleasers (800 points)
 Zoo: Jacksonville Zoological Park—171 species, 587 specimens **A**
 Auto Racing: Jax Raceways (NASCAR) **B**
 Pari-Mutuel Betting: **C**
 Bayard Greyhound Track (greyhound, 130 races)
 Jacksonville Kennel Club (greyhound, 146 races)
 Orange Park Kennel Club (greyhound, 148 races)
 Professional Sports: 0.650 game seats per capita **C**
 Expos (Double A Baseball)
 NCAA Division I: 0.132 game seats per capita **C**
 Jacksonville University Dolphins
 Outdoor Recreation Assets (1,157)
 Atlantic Coastline: 80 miles
 Inland Water Area: 201.6 square miles
 National Forests, Parks, Wildlife Refuges:
 Castillo de San Marcos NM (21 acres)
 Fort Caroline National Memorial (132 acres)
 Fort Matanzas NM (299 acres)
 Places Rated Score: 2,657 Places Rated Rank: 37

Jacksonville, NC
 Common Denominators (500 points)
 Golf courses: 2 private (54 holes); 3 daily fee (63 holes) **A**
 Bowling centers: 3 (80 lanes, tenpins) **B**
 Outdoor Recreation Assets (651)
 Atlantic Coastline: 30 miles
 Inland Water Area: 57.6 square miles
 Places Rated Score: 1,151 Places Rated Rank: 239

Janesville-Beloit, WI
 Common Denominators (1,000 points)
 Good restaurants: 5 ** **AA**
 Golf courses: 2 private (36 holes); 4 daily fee (54 holes); 2 municipal (27 holes) **AA**
 Bowling centers: 5 (60 lanes, tenpins) **B**
 Crowd Pleasers (300 points)
 Professional Sports: 1.927 game seats per capita **A**
 Beloit Brewers (Class A Baseball)
 Outdoor Recreation Assets (14)
 Inland Water Area: 2.1 square miles
 Places Rated Score: 1,314 Places Rated Rank: 194

Jersey City, NJ
 Common Denominators (400 points)
 Good restaurants: 1 *, 1 **, 2 *** **C**
 Golf courses: 1 daily fee (9 holes) **C**
 Bowling centers: 8 (224 lanes, tenpins) **B**
 Crowd Pleasers (100 points)
 NCAA Division I: 0.078 game seats per capita **C**
 St. Peters College Peacocks
 Outdoor Recreation Assets (1,270)

Rating

Inland Water Area: 15.7 square miles
 National Forests, Parks, Wildlife Refuges:
 Statue of Liberty NM (45 acres)
 CMSA Access: New York-Northern NJ-Long Island, NY-NJ-CT (160 points)
 Places Rated Score: 1,930 Places Rated Rank: 91

Johnson City-Kingsport-Bristol, TN-VA
 Common Denominators (500 points)
 Good restaurants: 3 *, 6 **, 1 *** **B**
 Golf courses: 5 private (81 holes); 7 daily fee (81 holes); 5 municipal (72 holes) **B**
 Bowling centers: 9 (172 lanes, tenpins) **C**
 Crowd Pleasers (400 points)
 Auto Racing: Bristol International Raceway (NASCAR) **B**
 NCAA Division I: 0.348 game seats per capita **B**
 East Tennessee State Buccaneers
 Outdoor Recreation Assets (750)
 Inland Water Area: 44.5 square miles
 National Forests, Parks, Wildlife Refuges:
 Appalachian Trail (966 acres)
 Cherokee NF (193,640 acres)
 Jefferson NF (55,961 acres)
 Places Rated Score: 1,650 Places Rated Rank: 130

Johnstown, PA
 Common Denominators (800 points)
 Good restaurants: 1 *, 1 ** **C**
 Golf courses: 5 private (72 holes); 13 daily fee (144 holes); 1 municipal (9 holes) **AA**
 Bowling centers: 17 (188 lanes, tenpins) **A**
 Crowd Pleasers (300 points)
 Auto Racing: Jennerstown Speedway (NASCAR) **B**
 NCAA Division I: 0.190 game seats per capita **C**
 St. Francis College Red Flash
 Outdoor Recreation Assets (30)
 Inland Water Area: 9.8 square miles
 National Forests, Parks, Wildlife Refuges:
 Allegheny Portage Railroad NHS (330 acres)
 Appalachian Trail (79 acres)
 Johnstown Flood National Memorial (164 acres)
 Places Rated Score: 1,130 Places Rated Rank: 243

Joliet, IL
 Common Denominators (900 points)
 Good restaurants: 1 *, 3 **, 1 *** **C**
 Golf courses: 6 private (108 holes); 12 daily fee (225 holes); 3 municipal (54 holes) **AA**
 Bowling centers: 22 (392 lanes, tenpins) **AA**
 Crowd Pleasers (300 points)
 Pari-Mutuel Betting: **A**
 Balmoral Park (mixed meetings, 165 races)
 Outdoor Recreation Assets (52)
 Inland Water Area: 13.2 square miles
 CMSA Access: Chicago-Gary-Lake County, IL-IN-WI (150 points)
 Places Rated Score: 1,402 Places Rated Rank: 174

Joplin, MO
 Common Denominators (600 points)
 Good restaurant: 1 ** **C**
 Golf courses: 4 private (63 holes); 3 municipal (36 holes) **B**
 Bowling centers: 6 (134 lanes, tenpins) **A**
 Outdoor Recreation Assets (1)
 National Forests, Parks, Wildlife Refuges:
 George Washington Carver NM (210 acres)
 Places Rated Score: 601 Places Rated Rank: 309

Kalamazoo, MI
 Common Denominators (100 points)
 Good restaurants: 2 *, 3 **, 2 *** **A**
 Golf courses: 4 private (72 holes); 9 daily fee (162 holes); 2 municipal (45 holes) **AA**
 Bowling centers: 9 (264 lanes, tenpins) **AA**

Onslow County has had a long-term major underemployment problem with an unusually large portion of the employed population working in jobs that tend to be part-time and/or have very low wages. Consequently, Onslow County has a very low per capita income relative to the U.S. (\$10,190 in Onslow County compared to \$18,720 nationally).

The severity of Onslow Country's low per capita income has been exacerbated by the higher unemployment resulting from three 1990 plant closings. During the ten months from July 1990 to May 1991, Onslow County experienced four major plant closings, resulting in the loss of 754 jobs, or almost 3% of the county's employed population. As a result of the closings, unemployment in the county doubled and has not yet returned to historic levels.

A huge threat to the area's economic stability is the proposed changes at the Camp Lejune Marine base, which employs approximately 43,100 military personnel, and is a principal contributor to the local economy. The U.S. Marine Corps is planning to reduce 6,000 military personnel. This is likely to result in a direct loss of 3,000 civilian jobs in Onslow County. The loss of these jobs, if not offset by alternative economic opportunities, is likely to nearly double the unemployment rate to 13.7%. Additionally, capital expenditures at Camp Lejune are forecast to be reduced from the current annual level of \$90 million to only \$5 million. Clearly, substantial numbers of construction workers will be forced wither to take lower-paying jobs, seek work outside the county, or will face the prospect of long-term unemployment.

The decline in the economic well-being of WFXI-TV's home county, Carteret County, portions of which will be within the service area of Channel 35, began in the late-1980s, and has continued dramatically to the present time. Two of the county's largest manufacturing employers, Conner Homes Corporation and Blue Bell/Wrangler Jeans, closed in 1987 causing

a loss of nearly 1,000 jobs. These have still not been replaced. In the last two years, Diversified Concrete Products, another of the area's largest employers, has reduced its workforce by 80 percent (from 125 to 25), and the Owens-Corning Fiberglass Company has closed, laying off approximately 100 workers.

After the Conner Homes and Blue Bell closings, the county suffered a Red Tide, which resulted in severe dislocations in the shellfishing and tourist industries. Many fishing jobs lost during the Red Tide have not been replaced. These losses, combined with a gradually declining commercial fishing industry, have increased unemployment levels in the county to unprecedented levels.

The home building and construction industry in Carteret County, which is one of the county's primary employers, has been in a tailspin, affected by the national recession and a soft real estate market. Many construction companies have been closed or have been forced to substantially reduce payrolls and local building supply purchases.

The county's remaining large manufacturer, Atlantic Veneer Corp., has just laid off 200 employees (out of 600) due to decreased global demand for its veneer products.

Competitive Environment

A key element affecting the financial success of any broadcast property is the direct competition it faces from other television stations vying for market revenue and audience share. At present, according to Arbitron's 1992 County Coverage, there are 17 commercial stations being viewed over-the-air in the Greenville-New Bern-Washington ADI (see Table 6). In addition, in 1992, another station commenced operations within the market - WYDO(TV),

Greenville. Of the 17 stations being viewed in the Greenville-New Bern-Washington ADI, 12 are network affiliates, three are FOX affiliates and two are independents (i.e., not affiliated with any of the three national television networks, or with FOX). No operating commercial station licensed to the ADI provides predicted Grade B service to each of the counties of the ADI. However, the three VHF stations affiliated with the traditional networks provide service to most of the market from centrally located towers. WFXI, the FOX affiliate, while limited in its coverage, rebroadcasts much of its programming on WYDO, providing it with greater reach in the market than would be available to Channel 35.

**COMMERCIAL TELEVISION STATIONS VIEWED IN
THE GREENVILLE-NEW BERN-WASHINGTON ADI**

[illegible]

Cable penetration in the Greenville-New Bern-Washington ADI is 63% (see Table 7). The cable penetration is particularly high in Onslow and Carteret Counties, 79 and 80 percent, respectively. As a result, a variety of programming is available to local viewers. Not only do satellite-delivered cable services attract viewing shares in the Greenville market, it is reasonable to expect that, over time, advertising revenues which would otherwise have gone to local broadcast facilities will be re-allocated to cable-delivered channels.

Vision Cable (a division of S.I. Newhouse Publishing) operates the cable systems in Wilmington, Jacksonville and Morehead City-Havelock. They have announced that they are going to begin construction of fiber optic interconnects between headends. There is already a very aggressive local television advertising insert business on all of these systems. Ads are sold on CNN, Headline News, the Weather channel, WTBS, The Nashville Network, Turner Network Television and USA Network. The fiber interconnect will permit Vision to sell advertising regionally.